

***You Drink & Drive. You Lose.* National Mobilization**

INTRODUCTION

This Holiday Season Keep America's Families Safe from Impaired Drivers

Join the *You Drink & Drive. You Lose.* National Mobilization

For most Americans, the winter holiday season is a special time to join family and friends to celebrate the past year and welcome the new year. Unfortunately, holidays also brings one of the deadliest times of year on America's highways for impaired driving. That's why every December thousands of traffic safety partners in all 50 States join forces to protect citizens from this deadly crime.

New Materials to Help You Get Media Coverage

The key to deterring impaired driving is highly visible enforcement. Drivers must perceive that the risk of being caught is too high before their behavior will change. Use the – *You Drink & Drive. You Lose.* – message. It's to the point and easy for the media to incorporate in many different forms of communications. Equally important, it is an effective message in influencing thousands of citizens not to drink and drive. Use the materials to help you promote the National Mobilization. The toolkit materials can be customized by local law enforcement officials, prosecutors and traffic safety advocates. They are also available on NHTSA's web site – www.nhtsa.dot.gov Each toolkit includes:

- Suggestions on Planning and Activities
- Press Release
- Talking Points
- Op-Ed Article
- Fact Sheets
- Artwork
- Print & Radio PSAs
- Poster

How-to Guide Available

The online version of the *Saturation Patrols and Sobriety Checkpoints Planning Guide* is already available on NHTSA's web site. Print copies can also be ordered via the web site or by faxing your request to (301) 386-2194. This guide is intended for year-round use and provides information for partner organizations, such as:

- How to Plan Checkpoints and Saturation Patrols
- Building Partnerships
- Conducting Publicity and Promotion
- Establishing Operational Timelines
- Criminal Justice Training
- General Resources

Need More Help?

If you need additional information on the mobilization, available materials or key points of contacts, please go to the NHTSA web site – www.nhtsa.dot.gov page – and click the *You Drink & Drive. You Lose.* image on the home page. Also, check this web site periodically because NHTSA will provide details about specific and timely national media messages as the mobilization draws closer.

